CRRC Administrative Update

2006 Annual Membership Meeting
Overview

- February 2003 – February 2006 Growth
- Logo Modifications and Use
- Confidentiality Policy
- 2005 – 2006 Outreach Activities
- 2005 Random Testing Update
Membership
February 2003 – February 2006

- February 2003 - 72
- February 2004 - 83
- February 2005 - 95
- February 2006 - 131
Licensees
February 2003 – February 2006

- February 2003 – 16
- February 2004 – 40
- February 2005 – 62
- February 2006 – 122
Rated Products
February 2003 – February 2006

- February 2003 - 84
- February 2004 - 148
- February 2005 - 300
- February 2006 - 641
CRRC Logo Modifications and Use
What Are the CRRC Member Logos and Who Can Use Them?

- The CRRC Member Logos consist of the CRRC Logo with the text “Member” or “Charter Member” appended underneath.
Member Logos
Charter Member Logos
Use of the Member Logo is limited to CRRC Members that are in good standing.

Only Charter Members may use the Charter Member version of the logo.
How Can the CRRC Member Logo Be Used?

- On company letterheads, correspondence and corporate promotional materials to indicate Membership in the Council.

- Members shall not use the Member Logo on any product or product packaging.

- The Member Logo may not be used in any manner that suggests or implies that the Council has certified any product or practice.
What is the CRRC AITL Logo and Who Can Use It?

- The CRRC AITL Logo consists of the CRRC Logo appended with the text “Accredited Laboratory” underneath.
Use of the AITL Logo is limited to AITLs in good standing.
Frequently Asked Questions
About Logo Use
Q: Can I use the Member Logo on the product promotional materials?

A: Yes, but only when the Logo is positioned in such a way that it meets the following criteria:
It must be placed in one of the document’s surrounding margins, clearly separate from any reference to products (see next slide for example).

Must be placed on the page in such a way that it cannot be misconstrued as an endorsement or suggested CRRC rating of the product.
Example of placement of the Logo in the bottom margin of the page:

The black lines at the bottom of the mock-up to the left have been inserted only to illustrate a reasonable separation of the CRRC Logo from the main body of the document as well as separation of the CRRC Logo from other organizations' certification marks. The black lines are not mandatory.
Cannot be placed directly adjacent to any product logos, product images, product names or product descriptive language, including language that indicates that the product has been rated by the CRRC or any other entity, even though the logo is located in the margin.
Q: Can I use the CRRC Logo in product specification materials?

A: No, only the CRRC Product Label may be used in product specification materials, according to the guidelines set forth in (CRRC-1).
Q: Can I group the CRRC Logo with other organizations’ logos with whom my company is affiliated?

A: Yes, but only when the following criteria are satisfied:
The CRRC Logo is a stand-alone image and does not appear to be connected to any other logo.

The other logos are not performance or certification marks.

- If performance or certification marks (including the CRRC Product Label) are located in the same margin as the CRRC Logo then there must be a clear separation between the CRRC Logo and the other marks.
For example, grouping the CRRC Member Logo with an Energy Star Partner Logo is acceptable, but not with an Energy Star Certification Logo.
**COMPANY X**
Most Reflective Product in the World

CRRC Rated. Meets Title 24 Requirements (and other product descriptive language)

Example of placement of the Logo in the bottom margin of the page:

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Q: *How can I indicate that my product has been CRRC Rated?*

A: The CRRC **Product Label** may be used on products, product promotional pieces and product specification sheets, but only according to the guidelines set forth in the Product Rating Program Manual (CRRC-1).
### CRRC Product Label

<table>
<thead>
<tr>
<th></th>
<th>Initial</th>
<th>Weathered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solar Reflectance</td>
<td>0.00</td>
<td>Pending</td>
</tr>
<tr>
<td>Thermal Emittance</td>
<td>0.00</td>
<td>Pending</td>
</tr>
<tr>
<td>Rated Product ID Number</td>
<td></td>
<td>_ _ _ _ _ _</td>
</tr>
<tr>
<td>Licensed Seller ID Number</td>
<td></td>
<td>_ _ _ _ _ _</td>
</tr>
<tr>
<td>Classification</td>
<td></td>
<td>Production Line</td>
</tr>
</tbody>
</table>

Cool Roof Rating Council ratings are determined for a fixed set of conditions, and may not be appropriate for determining seasonal energy performance. The actual effect of solar reflectance and thermal emittance on building performance may vary.

Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.
For more information or to obtain electronic files containing the appropriate version of the CRRC Logo please contact the CRRC at info@coolroofs.org
In 2005 the Board formalized guidelines for the confidential treatment of CRRC Ratings Program information and for determining what data will be available to parties (including CRRC Board Members) other than CRRC staff under what conditions.
CRRC Ratings Program Data
Confidentiality Guidelines

- Pending product application data is confidential
- An LS may request confidentiality with respect to the identity of the OM upon whose ratings their products rely
- Initial Random Testing results
- Complainants identities kept confidential if requested
Outreach Activities
2005 - 2006

- Tradeshows
- Newsletters
- Publications
- Website
- Hotline
2005 Tradeshows

- International Roofing Expo
  February 2005, Orlando, FL

- WSRCA Tradeshow
  June 2005, Las Vegas, NV

- MetalCon
  October 2005 - Chicago, IL
MetalCon 2005
2006 Tradeshows

- International Roofing Expo
  February 14-16 2006 Las Vegas, NV

- WSRCA Tradeshow
  June 25-28 2006 Las Vegas, NV

- USGBC Greenbuild International Conference and Tradeshow
  November 15-17 2006 Denver, CO
Newsletters

- Distributed ‘Roofing Reflections’ Fall and Winter of 2005
- The plan is to continue quarterly distribution

**Contents**

- What’s New(s) at the CRRC...
- Ratings, Codes and Standards
- Membership and Outreach
- Technical Update
- Nominating

**The Chair’s Corner**

I’m happy to say that 2005 was a relaunch year for the CRRC. As you can see in the graph to the right, the number of rated products has increased dramatically due to an influx of new product submissions before CRCC's Title 24 update and expansion of the program. October, just a couple of years ago, the CRRC was just getting started. Now, we’ve gotten a better idea of the cost of administering the program and the effect of increased participation and needed fee adjustments. The CRCC is finally financially stable. We’re looking forward to continuing to grow with the cool roofing industry.

-David Cossette
Publications

- 2005 - CRRC Featured in *Maintenance Solutions* magazine

- 2006 CRRC Featured in *American School and Hospital Facility* (to be released this month)
Random Testing

- Important to CRRC’s mission to provide accurate radiative property data
- California Energy Commission’s Title 24 references CRRC as the sole supervisory entity for cool roof ratings
2005 Random Testing Report

- 36 products tested in 2005
  - Up from 9 products in 2004
- 22 passed
- 6 terminated or not yet available
- 5 pending
- 3 failed
Improvements to Random Testing

- Updated contractor/distributor lists with annual renewals
- Letter to contractor/distributor
- Board subcommittee
Bylaws

Article 5 Section 2. Membership

The Board of Directors of the Corporation shall be comprised of 11 individuals commencing with the individuals named in the Corporation’s Articles of Incorporation. There shall be six (6) positions filled from the first class of members as described in Section 2(a) of Article 3, five (5) of whom shall be manufacturers and one (1) of whom shall be a distributor. Five (5) positions shall be filled from the class of members as described in Section 2(b) of Article 3. Notwithstanding the foregoing not more than one individual who is an officer, director, employee, agent, representative or affiliate of a member or its subsidiaries or affiliates (if any and despite whether they have independently become members of the Corporation) may serve on the Board of Directors at any given time. The directors shall be elected by the members of the Corporation at the annual meeting of the members or by mail or faxed ballot before the meeting.

Deleted Text: (after ‘Article 3’ and before ‘not withstanding’) no more than two directors shall be from the same category described in such Section.